

What is claimed is:

1. A method for a system including a manufacturer and a retailer, the method comprising:
 - enabling a discounted purchase responsive to previous purchases with the retailer; and
 - generating a signal corresponding to a transfer of funds from the manufacturer to the retailer, responsive to the discounted purchase.
2. A method for a system including a retailer, and a plurality of manufacturers each associated with a respective product, the method comprising:
 - effecting a first purchase with the retailer;
 - selectively enabling a price adjustment for a second purchase with the retailer, the enabling being responsive to the first purchase;
 - effecting the second purchase; and
 - generating a signal corresponding to a transfer of funds from a selected manufacturer to the retailer, responsive to a second purchase, wherein the manufacturer is selected depending on a product subjected to the second purchase.
3. The method of claim 2 wherein effecting the first purchase increases a quantity stored on a customer's card.
4. The method of claim 2 wherein effecting the first purchase increases a quantity and effecting the second purchase does not reduce the quantity.

5. The method of claim 2 wherein the method further includes effecting a plurality of first purchases to generate a first signal and enabling includes comparing the first signal to a threshold.

6. The method of claim 2 wherein effecting the first purchase increases a quantity and effecting the second purchase reduces the quantity.

7. The method of claim 2 wherein the system includes a store having shelves, products on the shelves, and a display supported by the shelf, the display displaying a discount level for a product, and the method further includes effecting the second purchase in accordance with the display.

8. The method of claim 2 wherein
effecting a first purchase includes effecting the first purchase in a first store of the retailer, and
effecting a second purchase includes effecting a second purchase in a second store of the retailer.

9. The method of claim 3 wherein the plurality of manufacturers are in mutual competition.

10. The method of claim 2 wherein the plurality of manufacturers include a first manufacturer having a computer system storing a first monetary amount, corresponding to the

price adjustment, and a second monetary amount corresponding to a different system of discounts for the product.

11. A processing system for a first system including a manufacturer and a retailer, the processing system comprising:

a plurality of first processors, in store checkout systems, that enable a discounted purchase responsive to previous purchases with the retailer; and

a second processor that generates a signal corresponding to a transfer of funds from the manufacturer to the retailer, responsive to the discounted purchase.

12. A processing system for a first system including a retailer, and a plurality of manufacturers each associated with a respective product, the processing system comprising:

a first checkout station for effecting a first purchase with the retailer;

a first processor that selectively enables a price adjustment for a second purchase with the retailer, the enabling being responsive to the first purchase;

a second checkout station for effecting the second purchase; and

a second processor that generates a signal corresponding to a transfer of funds from a selected manufacturer to the retailer, responsive to a second purchase, wherein the manufacturer is selected depending on a product subjected to the second purchase.

13. The processing system of claim 12 wherein the first processor is removed from the second checkout station.

14. The processing system of claim 12 wherein the first checkout station includes circuitry that increases a quantity and the second checkout station includes circuitry that does not reduce the quantity.

15. The processing system of claim 12 wherein the first checkout station includes circuitry that increases a quantity stored on a customer's card.

16. The processing system of claim 12 wherein the first processor includes a comparator that compares a quantity, associated with a customer, to a threshold.

17. The processing system of claim 12 wherein the retailer includes a store having shelves, products on the shelves, and a display supported by the shelf, the display displaying a discount level for a product, and the second checkout station acts to effect the second purchase in accordance with the display.

18. The processing system of claim 12 wherein
the first checkout station is in a first store of the retailer, and
the second checkout station is in a second store of the retailer.

19. A processing system for a first system including a manufacturer and a retailer, the processing system comprising:

means for enabling a discounted purchase responsive to previous purchases with the retailer; and

means for generating a signal corresponding to a transfer of funds from the manufacturer to the retailer, responsive to the discounted purchase.

20. A processing system for a first system including a retailer, and a plurality of manufacturers each associated with a respective product, the processing system comprising:

means for effecting a first purchase with the retailer;

means for selectively enabling a price adjustment for a second purchase with the retailer, the enabling being responsive to the first purchase;

means for effecting the second purchase; and

means for generating a signal corresponding to a transfer of funds from a selected manufacturer to the retailer, responsive to a second purchase, wherein the manufacturer is selected depending on a product subjected to the second purchase.

21. The processing system of claim 20 wherein means for effecting the first purchase increases a quantity and means for effecting the second purchase does not reduce the quantity.

22. The processing system of claim 20 wherein the means for selectively enabling is removed from the second checkout station.

23. The processing system of claim 20 wherein the means for effecting a first purchase includes circuitry that increases a quantity and the means for effecting the second purchase includes circuitry that does not reduce the quantity.

24. The processing system of claim 20 wherein the means for effecting the first purchase includes circuitry that increases a quantity stored on a customer's card.

25. The processing system of claim 20 wherein the means for selectively enabling includes a comparator that compares a quantity, associated with a customer, to a threshold.

26. The processing system of claim 20 wherein the retailer includes a store having shelves, products on the shelves, and a display supported by the shelf, the display displaying a discount level for a product, and the means for effecting the second purchase acts to effect the second purchase in accordance with the display.

27. The processing system of claim 20 wherein
the means for effecting the first purchase is in a first store of the retailer, and
the means for effecting the second purchase is in a second store of the retailer.